

# **SYSTEMS AND METHODS FOR DETERMINING MARKET PRICE OF MERCHANDISE**

## **ABSTRACT**

Systems and methods for determining a market price of a product are disclosed herein. A system for determining a market price for a product includes a dynamic pricing guide that determines an initial value of a trade-in product; a product profiler that provides product intelligence; a product profile manager tool that delivers real-time access to product information and collects product information; a trade-in manager tool that accepts, processes and manages the trade-in of the trade-in product; and an automatic merchandising agent for choosing a market price for the trade-in product.